

# Managed & Secure Wi-Fi for Public Transport



An easy-to-implement solution for providing "Free Wi-Fi" to passengers.

When one of the leading public transport companies in Europe wanted to offer "Free Wi-Fi" on-board of their fleet of busses and trams, it had a list of strict requirements:

## I. Integration With Existing Equipment

Very often public transport companies must work with pre-approved or already installed hardware. ZapFi is an "Over-the-Top" cloud solution which means that existing Wi-Fi equipment can connect to the ZapFi cloud service. ZapFi can also help in the selection and testing of the required Wi-Fi hardware.

## II. Wi-Fi Backhauling Via 4G Networks

To connect rolling vehicles to the Internet, hi-speed mobile networks are required. By using cached captive portals and private APN's, it is possible to provide an excellent Wi-Fi service even when e.g. 4G coverage is not always optimal.

## III. Compliance With Telecom & Privacy Legislations

Public companies have to act in agreement with national regulations. "Free Wi-Fi" requires e.g. customer identification and "legal intercept" in public places. The ZapFi platform supports any regulations which may apply in a certain region.

## IV. Customer Insights

The ZapFi platform is able to build detailed user profiles. This helps public transport companies to better understand their customers and build more intimate one-on-one relationships.

## V. Marketing Channel

The marketing capabilities of the ZapFi cloud solution allow public transport companies to promote their own businesses and to sell additional advertising space on the "Free Wi-Fi" network to 3rd parties thus generating additional revenues.

## VI. More Features

The ZapFi solution includes customisable Wi-Fi landing pages and detailed dashboards with real-time information about both users and usage of the Wi-Fi network. But also integration with existing servers and services like e.g. LDAP, Radius, CRM and advertising is supported.

## VII. Fast Time-2-Market

Once the decision has been taken to provide "Sponsored Free Wi-Fi", ZapFi can assist with a smooth installation process so that a service can be live in weeks, not months.

ZAPFI IS A PIONEER AND MARKET LEADER IN MANAGED & SECURE WI-FI. THE MAIN ADVANTAGES OF THE ZAPFI CLOUD SOLUTION ARE ITS CAPABILITIES TO SUPPORT ANY WI-FI DEVICE AND WI-FI NETWORK, COMPLIANCE WITH THE MOST STRINGENT TELECOM AND PRIVACY LEGISLATIONS, HIGHLY-SECURE INTERNET TRAFFIC MANAGEMENT AND BUILD-IN MARKETING FEATURES. ZAPFI IS BEING USED BY MANY LEADING BRANDS ACROSS THOUSANDS OF LOCATIONS, SUPPORTING HUNDREDS OF THOUSANDS OF USERS.



*"With the explosive growth of mobile internet use and the adaption of mobile devices, a free -to-consumer Wi-Fi offering is a necessity for every business."*

### INTERESTED?

You want more info regarding the ZapFi "Managed & Secure Wi-Fi" services? You want a commercial appointment?

### CONTACT ZAPFI:

E [info@zapfi.com](mailto:info@zapfi.com)  
P +32-50-407900